

Note for Person, Claire

From: Daragan, Karen
Date: Tue, Mar 28, 1995 4:16 PM
Subject: RE: Club B&H Markets
To: Dillard, Jack
Cc: Brosius, Karen; Carraro, Tara; Cohen, Maria; Donini, Marilynn; French, Stephanie; Laufer, David; Person, Claire; Slavitt, Josh

Yes, it was the first thing discussed when this market was proposed months ago. We gave the green light anyway, and we are prepared to handle. As I said in my earlier note, I think we have very strong messages and a good story to tell in defense of this program. If there are demonstrations, it would only strengthen one of the messages of the ad campaign, which really points to the extremism of the anti movement and calls for accommodation. As with Slims of Houston, we'll be ready. And, we will work with Russel, Karsh, Hagan to manage media attention/coverage.

From: Dillard, Jack on Tue, Mar 28, 1995 3:31 PM
Subject: RE: Club B&H Markets
To: Daragan, Karen
Cc: Brosius, Karen; Carraro, Tara; Cohen, Maria; Donini, Marilynn; French, Stephanie; Person, Claire; Slavitt, Josh

2040567315A

I assume you know that almost anything we do that generates publicity in Houston generates demonstrations. It is, after all, the nat'l headquarters of Doctors Ought to Care. We are, for example, anticipating that they will demonstrate at the Biggers Museum Exhibit opening in Houston in early April. So, just as a heads up, don't be surprised if we get picketed at some of these locations once they discover what's happening there.

From: Daragan, Karen on Tue, Mar 28, 1995 9:39 AM
Subject: RE: Club B&H Markets
To: Dillard, Jack
Cc: Cohen, Maria; Person, Claire

2040567315B

Great, thanks, Jack.

From: Dillard, Jack on Mon, Mar 27, 1995 3:11 PM
Subject: RE: Club B&H Markets
To: Daragan, Karen
Cc: Carraro, Tara; Slavitt, Josh

2040567315C

I looked over the list. It looks ok to me. From legal's review and Josh's review it appears that we have no problems with the sampling, etc., so I see no reason why they shouldn't move forward.

From: Daragan, Karen on Mon, Mar 27, 1995 12:24 PM
Subject: RE: Club B&H Markets
To: Dillard, Jack
Cc: Carraro, Tara; Slavitt, Josh

Jack:

2040567315D

- Legal checked out current sampling and marketing law in each of the venues and they check out fine.
- Josh was working with C&B to check out pending and potential sampling and marketing restrictions and the ramifications of the implementation of promotional activity such as this.
- WHAT I SENT YOU was a list of specific venues (bars, fairs, etc.) that have agreed to work with us in the Houston market only. I thought you or your lobbyists might want to look at the list to see if there are any venues that stand out. Otherwise, it should be fine. All looks good to me. This is a good promotion. We have good message track if media asks about it or anybody complains about it.

From: Daragan, Karen on Fri, Mar 24, 1995 9:38 AM
Subject: FW: Club B&H Markets
To: Dillard, Jack; Molitor, Pamela
Cc: Carraro, Tara

2040567316 A

Jack: I faxed you a list of the specific venues in Houston where they are planning on having "The Club." Please take a look and let us know what you think....

From: Dillard, Jack on Thu, Feb 16, 1995 2:59 PM
Subject: RE: Club B&H Markets
To: Daragan, Karen

2040567316 B

No particular concerns with Houston. Thanks.

From: Daragan, Karen on Thu, Feb 16, 1995 1:23 PM
Subject: FW: Club B&H Markets
To: Dillard, Jack; Paluszek, Matt; Pontarelli, Jim
Cc: Carraro, Tara

FYI. I think I have mentioned to you before that B&H is testing a new promotional program called "Club B&H" to tie in with their humorous advertising campaign that depicts the lengths smokers go to enjoy a cigarette today. Club B&H is almost like a traveling exhibit that serves a private club for smokers. It offers entertainment and refreshments and smokes. B&H pack signage everywhere. No alcohol. Have to be 21 and a smoker to enter. It's not enclosed. It will be at state fairs, in shopping mall parking lots and outside sports arenas. Do you foresee any problems in the below recommended markets? TC will forward you the message points and Q&A we have developed for Tampa test market. Please advise. kd.

From: Person, Claire on Thu, Feb 16, 1995 1:03 PM
Subject: Club B&H Markets
To: Daragan, Karen; Mulligan, Kathleen
Cc: Moore, Edna

We are considering taking the Club B&H program to Houston (mid April - mid May) and San Francisco (mid June - mid July). The last market is still a TBD (mid August - mid Sept). Both San Diego and St. Louis are being reasearched as possibilities for this open slot.

We'd like to hear any concerns or comments you might have about the aforementioned markets prior to presenting to Sr. Mgmt. Specific venue locations will be forwarded for your review once markets are confirmed.

Thanks for your help on this.